

**Impact of Litchfield Performing Arts, Inc Programs:
Litchfield Jazz Camp (LJC) & Litchfield Jazz Festival (LJF)
On CT Economy 2010/11**

**Submitted by
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Economic impact is the result of money put into play, be it money spent, money generated, or money leveraged. The data below show the impact of Litchfield Performing Arts' two major programs – Litchfield Jazz Camp and The Litchfield Jazz Festival-- on the CT economy.

Total Financial Impact of LJC & LJF on CT Economy

(Tables detailed below.)

TABLE 1. Economic Impact of 2010 Litchfield Jazz Camp on Kent Area Restaurants	\$ 24,555
TABLE 2. Camp Room Rentals By Litchfield Jazz Camp at Kent School	\$ 215,960
TABLE 3. Tourism Dollars Leveraged by LJF	\$ 298,680
TABLE 4. Vendor Sales Generated Through 2010 Litchfield Jazz	\$ 258,960
TABLE 5. Additional Economic Impact of LPA as a CT Business	\$ 1,498,250
GRAND TOTAL:	\$ 2,296,405

Litchfield Jazz Camp (July 11 – August 8, 2010)

The Litchfield Jazz Camp (LJC) brought 347 students, ranging in age from 12-adult, to the town of Kent, CT this past summer. 45% of students hailed from CT, 54% were from out of state (of these 41% from tri-state area), and 1% international. During weekly registrations parents were encouraged to visit the town and have lunch with their families (lunch is intentionally not provided at Camp to drive traffic to the town). The below estimates represent the impact of these weekend visits on the local economy.

TABLE 1. Economic Impact of 2010 Litchfield Jazz Camp on Kent Area Restaurants				
# of Persons	# of Persons Dining	Financial Impact	Calculation	Total
347 Total Students	85% or 295 students at registration went into town of Kent for lunch.	\$15/person average price of lunch. Estimated 1 student + 2 parents	$15 \times 295 \times 3$	\$13,275 Influx of capital into restaurants on weekends during July due to Camp registration
47 Camp Faculty	100% of faculty frequented town restaurants at least twice per week for dinner.	\$30/person average cost of dinner/drinks.	$47 \times 2 \times 30 \times 4$ wks	\$11,280 Influx of capital into restaurants during July from Camp faculty
Estimated Financial Impact of LJC on Local Restaurants = \$24,555				

TABLE 2. Camp Room Rentals By Litchfield Jazz Camp at Kent School			
# of Persons	Cost Per Room	Calculation	Total Financial Impact
347 Unique Students for 519 student weeks	\$350/week	519 student weeks x \$350/week	\$181,650
47 Camp Faculty	\$182.50/week	47 faculty x \$182.50/week x	\$34,310

	4 weeks	
Total Financial Impact of LJC on Kent School = \$215,960		

Litchfield Jazz Festival (August 6-8)

The Litchfield Jazz Festival (LJF) brought 4,300 people into the town of Kent in 2010. 69% of attendees hailed from CT, 29% were from out of state (of these 80% were from tri-state area), and 1% international. 2010 Festival ticketbuyers participated in an online survey to gauge the events impact on tourism and visitation to CT. We received a 32% response rate. The below figures represent hard data from survey results. In addition, LJF created jobs and stimulated business by contracting 69 jazz musicians, 8 food vendors representing local and regional restaurants, 20 artists and crafters, and over 38 outside contractors for our technical needs.

TABLE 3. Tourism Dollars Leveraged By LJF				
Description of Persons	Percentage	# of People N = 4,300	Calculation	Totals
First-time ticket buyers	52%	2,240	New tourists to area.	NA
Attendees who stayed overnight in area hotel, B&B, or Inn.	20%	860	860 x estimated \$150/night	\$129,000 Influx of capital to local accommodations
Attendees who visited another CT tourist destination directly before or after Festival	14%	600	600 x estimated \$15 admission/parking at other tourist attractions	\$9,000 Influx of capital to other tourist attractions
Attendees who visited the shops & restaurants in town of Kent while attending the Festival.	39%	1,680	Of these 45% (760) made a purchase. 760 x estimated \$30 avg. purchase	\$22,800 Influx of capital into town businesses
Attendees who have returned to the area since the Festival	19%	820	estimated \$40 lunch + \$50 purchase per visit = \$90/person x 860	\$77,400 Ongoing influx of capital into town businesses
Attendees who plan to return to the area in the near future.	26%	1,120	Of these 60% (672) follow through & visit Kent: estimated \$40 lunch + \$50 purchase per visit = \$90/person x 672	\$60,480 Est. influx of capital into town businesses long term
Estimated Tourism Dollars Leveraged By LJF= \$298,680				

TABLE 4. Vendor Sales Generated Through 2010 Litchfield Jazz Festival				
Description of Persons	Percentage	# of People N = 4,300	Calculation	Totals
38 Outside contractors utilized for all LJF tech needs (tents, sound, security, utilities etc...)	NA	NA	\$115,000 in technical expenses for 2010 LJF.	\$115,000 Influx of business to regional contractors
Attendees who made a food purchase from our 8 food vendors.	95%	4,085	4,085 x \$8 avg. meal x 2 meals during the all day Festival	\$65,360 Influx of capital for regional food vendors
Attendees who made a purchase at our arts/crafts exhibit representing 20 local and regional artists and vendors	35%	1,500	1,500 x \$40 average purchase	\$60,000 Influx of capital for regional artists/crafters
Attendees who purchased	NA	NA	\$18,600 received in	\$18,600

Festival merchandise.			income from LJF merchandise sales.	Influx of capital for LPA and merchandise suppliers
Estimated Financial Impact of Vendors Sales Generated Through LJF = \$258,960				
TABLE 5. Additional Economic Impact of Litchfield Performing Arts as a CT Business				
Description	Cost	What it represents		
Festival Ticket Sales	\$205,750	Program revenues		
LJC Tuition Revenues	\$542,600	Program revenues		
Artists Fees Paid to Festival Talent	\$101,700	69 Musicians employed		
Teacher Fees Paid for Camp & other educational programming	\$272,800	73 Artist Instructors employed		
Payroll & Fringe	\$336,700	4 Full-time staff employed		
Printing Expenses for all programs	\$38,700	Business for regional print company		
Additional Economic Impact of LPA as a CT Business = \$1,498,250				